

1. Will each item have a picture?
  - a. We are going to try to have a picture for every item. Each item can have up to 10 images on its detail page gallery.
2. Where do the plants come from? All from the same grower?
  - a. The item detail page has an area for the vendor to be displayed and the search page can list all items from a vendor.
3. How often is website updated?
  - a. We plan to have the site in a state of constantly having new items. We are planning to start off with core everyday items and then add new items as promotion/ebuys are sent out.
4. Will I be notified somehow if something is out of stock?
  - a. On some items yes. Some limited availability items will have the quantity available stocked on the website. Most items will be in more of a “catalog” format indicating an item we have but not tracking actual stock levels.
5. Could there be a substitution option if you happen to be out of stock on an item?
  - a. Alternate/substitute/related items were originally planned for the site. They have been moved to a second phase of the project.
6. If I need more EFM on Saturday, will I be able to look online on Friday night to see what you have left?
  - a. At this time, no. Real-time inventory is something we would like to build into the website. Integrating the different warehouse systems into the webpage is planned for a later release of the website.
7. There should be a separate link for special orders (weddings, funerals, etc) so our sales person knows that these orders may need special treatment.
  - a. Orders have a Reference and Comment field on the Shipping Screen. Reference would be the place to put “Wedding” etc. In the Comments, you could add more detail about the event. Each item also has a comment field you can make notes on. As a time saver, you can save the basic items for different types of events as Favorites so when you do a wedding you can automatically load the basic items you need.
8. Is there an archive link to view past orders up to one year? Could other stores view each other's archive list? This may help when ordering to see where the trends are for holidays, dances, etc.
  - a. All past order are saved under the user (email address) that submitted the order and can be viewed and reordered. Currently the orders stay indefinitely, but will probably be purged after a year or two. Sharing trend info is a possibility for the future. We could use more feedback as to what exactly would be helpful for you to see.
9. After clicking on a product I like, it would be helpful to see where the product is available (which FDI). This way, it gives me an idea of when I will receive the product.
  - a. This option is planned to go along with adding the real-time inventory to the system. Currently, the product would all ship from your local FDI on the next route (or the future date you set closest to a route date). Exceptions to this would be balloons and some wire service shipping from Des Moines and some baskets shipping from Columbia.

10. A Close Out Specials link would help turn your inventory

- a. There is a close out category planned for the hardgoods category menu and there will be various promotions on the menu that will have “deals”.

11. I typed "pink rose" in the product search box and it returned no results. There should be a "Search by Color" tab where I can search all pink flowers, all yellow flowers, etc. This would be very helpful when we take wedding appointments and when we order wedding flowers.

- a. Currently the search tool has six options that can work together by looking for a “string” of characters. “Pink rose” would look for all items with those exact words in the name while “pink” would get more results—bring back all items with pink in the name. The search can be sorted by column to help finding things faster. We are looking for feedback on what you want as options in the next version of the website to make your searches easier to find what you want. \*Note not all items have a “detailed description” so this field may not return many results until we get time to add more details to items.

12. When flowers are available (season-wise) should be added to the product information for each cut flower and plant. For example, "Lilacs are available from April 15th - May 31st."

- a. Each item has the ability to have several paragraphs of information (detailed description) about it. Currently our inventory system does not store this kind of info so it will have to be added manually as we go. If you find items that need more info, tell your salesperson.

13. Can we see all colors of each flower?

- a. We’re still developing the best way to present this. Currently, each color on the site should have its own item code unless noted. Some items will have an “order specification” that will allow you to denote things like color.

14. I tried typing in the product code for dozen dynasty vases (2910) and it came up with no results.

- a. The site is launching with a very limited catalog of items so we can watch that orders get processed correctly. FDI has over 20,000 items in its ordering system and converting them will take some time. If items you need are not listed on the site, please let your salesperson know so we can move them up the list to get on the site sooner.

15. A link to a PDF of care instructions under each plant's product information would be helpful.

- a. A care and handling section is being planned. Adding a link from the item’s detail to its care PDF will be possible.

16. A link for seasonal items, including plants, flowers, balloons and hardgoods would make it easy to find holiday product.

- a. There will be a “Holiday” Menu item under “Categories” that will let you cross reference items by Holiday.

17. Can we get a confirmation email when our sales rep has received our order? And when it will be filled?

- a. Orders will show in your Past Orders immediately. Your salesperson will be able to view them, but currently there is not an email notice to let them know you placed an order. Orders accumulate during the day and at Midnight are sent to FDI from the Website. In the morning, a summary report is sent to sales manager and the orders show under your customer account in the FDI order system. There is not an automated shipping notice system, but your salesperson should let you know if an item you requested is not available to ship on the date you requested.

18. Can we make same day orders?

- a. Same day orders need to be called in as the website sends orders each day at midnight. If you have something you need before your next route delivery day, it would be a good idea to note it in the Order Reference/Comment or to give us a call so special arrangements can be made to get you the item ASAP. Every effort will be made to get the item to you as close to the date you set in the order as possible.

19. Every department in our stores should be added to the Check Out page. Sometimes Bakery, Kitchen and Grocery need items from FDI.

- a. Over 20 departments are being added to each store. You will be able to order for other departments, or you can have them setup their email and they can order for themselves. Multiple people can be setup for a department—only a unique email is required.

20. Can we order ribbon through the website?

- a. Basic/Popular Ribbon should be added to the site as the items get edited and photographed.

21. Balloons - are they sold flat or packaged? Could this detail be added to the product information?

- a. Balloons are going to be listed by the each with a note to buy in increments of 5 on items packaged accordingly. The site can monitor items for minimums needed and for proper multiples of an item. It will pop-up a message box if it needs to let you know if it needs to adjust the order to meet stocking requirements.

22. Do you think we should hold a webinar to showcase the website so everyone can go through a tutorial together and answer and ask questions at the same time?

- a. A webinar will be a possibility in the future. For right now, we have instructions available for download on the site that cover the basic site functions. We would like feedback on what we can do to make the notes even better.